

**REMARKS**

Claims 1, 3 – 8, 11, 12, 14, 18 – 20 and 22 – 24 are pending in the present application, wherein claims 22 – 24 are newly added. Claims 2, 9, 10, 13, 15 - 17 and 21 are canceled by the present amendment. Reconsideration of the application is respectfully requested.

In section 2 the Office Action, claims 1 – 21 are rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent Application Publication No. 2004/0153663 to Clark et al. (hereinafter “the Clark et al. publication”), in view of U.S. Patent Application Publication No. 2003/0088553 to Monteverde (hereinafter “the Monteverde publication”). Claims 1, 12 and 20 are independent claims. Applicants are clarifying aspects of claims 1, 12 and 20 that are neither disclosed nor suggested by the cited combination of the Clark et al. publication and the Monteverde publication.

Claim 1 provides for a method for data cleansing. The method includes, *inter alia*, receiving an input address, providing a single best address derived from said input address, and matching said single best address to a database having unique business identifiers associated with addresses, to find a matching address for correction of said input address.

The Clark et al. publication discloses a technique for detecting fraud (Abstract). The technique includes comparing a new address with a reference address, and analyzing the addresses to determine whether someone is attempting to misappropriate an identity of another person (para. 0028). For example, if the new address exhibits different demographic characteristics from the reference address, such as being located in a more down-scale socioeconomic demographic, this could indicate a potential fraud (par. 0029). The Clark et al. publication does not disclose or suggest that the technique can be employed to find a matching address for correction of an input address.

The Monteverde publication is directed toward a technique for providing relevant search results (Abstract). In this regard, the Monteverde publication mentions determining a most popular topical category, and determining a most popular Internet site assigned to that particular most popular topical

category (Para. 0036). However, the Monteverde publication does not suggest that the technique could be employed for either of detecting fraud or to find a matching address for correction of an input address.

Applicants respectfully submit that whereas neither of the Clark et al. publication nor the Monteverde publication discloses or suggests that their techniques can be employed to find a matching address for correction of an input address, the cited combination of references neither discloses nor suggests matching said single best address to a database having unique business identifiers associated with addresses, to find a matching address **for correction of said input address**, as recited in claim 1.

Moreover, whereas the technique in the Clark et al. publication is specifically directed toward detecting fraud, there is no apparent motive to correct the input address. To the contrary, whereas the technique in the Clark et al. publication is specifically directed toward detecting fraud, a correction of the input address would arguably render the technique unsuitable for its intended purpose. Thus, the Clark et al. publication, whether considered alone or in combination with another reference, **cannot be asserted in section 103(a) rejection of claim 1**.

For the reasons provided above, Applicants submit that claim 1 is patentable over the cited combination of the Clark et al. and Monteverde publications.

Claims 12 and 20 each include recitals similar to that of claim 1, as described above. Accordingly, claims 12 and 20, for reasoning similar to that provided in support of claim 1, are also patentable over the cited combination of references.

Claims 3 – 8 and 11 depend from claim 1, and claims 14, 18 and 19 depend from claim 12. By virtue of these dependencies, claims 3 – 8, 11, 14, 18 and 19 are also patentable over the cited combination of references.

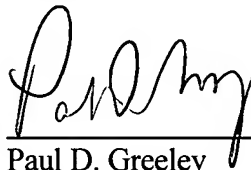
Claims 2, 9, 10, 13, 15 - 17 and 21 are canceled. As such, the rejection thereof is rendered moot.

Applicants respectfully request reconsideration and withdrawal of the section 103(a) rejection of claims 1 – 21.

As mentioned above, Applicants are clarifying aspects of claims 1, 12 and 20 that are neither disclosed nor suggested by the cited combination of the Clark et al. and Monteverde publications. Applicants are also amending claims 1, 5 - 8, 11, 12 and 18 – 20 for one or both of improving form and avoiding recitations that do not appear to be necessary for patentability, and amending claims 3, 4 and 14 to correct their dependencies.

In view of the foregoing, Applicants respectfully submit that all claims presented in this application patentably distinguish over the prior art. Accordingly, Applicants respectfully request favorable consideration and that this application be passed to allowance.

Respectfully submitted,



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11/9/07